



M. JODI RELL
GOVERNOR

STATE OF CONNECTICUT
EXECUTIVE CHAMBERS

May 1, 2009

Dear Partners:

The summer season is quickly approaching and Connecticut residents are looking forward to enjoying time with family and friends, relaxing and making memories. While the challenging economic times may prevent many from escaping to out of state destinations, it is a wonderful opportunity for all of us to showcase the wonder, excitement and adventure that makes this state such a great place to live, work and raise a family.

To feature Connecticut destinations, help support our businesses and provide opportunities for residents to have a great summer, I am launching this year's ***Connecticut-Staycation*** initiative to run from Memorial Day (May 25) through Labor Day (September 7).

The integrated marketing campaign will highlight the many attractions we have throughout the state, including museums, theaters, hotels, campgrounds, parks, restaurants, shops and more. The cost-efficient advertising will be bolstered by an aggressive schedule of public relations events over the course of the summer.

A recent survey of Connecticut residents, conducted by Commission on Culture & Tourism, indicates 71 percent are staying closer to home and 86 percent intend to search for discounts on the activities and attraction they visit. The best way to entice the public to experience your establishment is to create incentives. These promotional offers may include discounts, special tours, merchandise or added-value overnight packages designed to introduce more residents to what you have to offer and help build your customer base for the future. New this year, we will include attractions that are normally open to the public at no charge.

Last year, more than 300 entities participated in our first and very successful Staycation campaign. If you wish to participate in the 2009 Connecticut Staycation promotion, please visit the Connecticut Commission on Culture & Tourism website at www.cultureandtourism.org, email cct.tourism1@ct.gov or call (860) 256-2725.

Establishments returning participation agreement forms to the Commission by May 15 will be included in the official launch of Staycation. There will be subsequent announcements throughout the summer, so if you cannot join us for the initial announcement but wish to become

-more-

one of our Staycation destination partners, please contact the Commission on Culture & Tourism as soon as possible.

While we continue to face some very challenging times, there is still a great deal to be excited about right here in Connecticut. Together, let's give Connecticut families a summer they can afford and one they will never forget: *Staycation in Connecticut*.

Sincerely,

A handwritten signature in dark ink, reading "M. Jodi Rell". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

M. Jodi Rell
Governor